

Perceptions and Usage of Social Media: A Comparison of Japanese and American University Students

Hello, my name is Richard Sweet, and I am a graduating senior of Japanese Language and Culture at California State University, Monterey Bay. I am researching about the use and perception of social media in both America and Japan. Please take a few minutes to fill out this survey! Thank you for your time!

For the purposes of this survey, social media relates to Facebook, LINE, Twitter, etc. Also, it will be referred to as Social Networking Systems (SNS).

*必須

General Questions

1. Gender *

1 つだけマークしてください。

- Male
- Female
- その他:

2. School Year *

1 つだけマークしてください。

- Freshmen このセクションの最後の質問の後、質問 5 に進んでください。
- Sophomore このセクションの最後の質問の後、質問 5 に進んでください。
- Junior このセクションの最後の質問の後、質問 5 に進んでください。
- Senior このセクションの最後の質問の後、質問 5 に進んでください。
- その他: このセクションの最後の質問の後、「Thank You!」に進んでください。

3. What is your favorite SNS to use? *

1つだけマークしてください。

- Facebook
- Twitter
- Instagram
- LINE
- Tumblr
- Mixi
- その他:

4. Based on your previous response, what is the primary reason for you to use it? *

1つだけマークしてください。

- My friends use it
- It is easy to use
- I like specific features
- It helps me connect with people easier
- I can find out about the newest trends
- その他:

質問 5に進んでください。

Thank You!

I am targeting only university students who use SNS in this survey. Thank you for taking time out of your day anyways!

このフォームの記入を止めてください。

Research Question 1: How does social media affect the ways university students communicate?

5. **1. On average, how long do you spend communicating with people through the following mediums in one day? ***

1 行につき 1 つだけマークしてください。

	0-15 minutes	15-30 minutes	30 minutes-1 hour	1-2 hours	2-3 hours	3+ hours
a. SNS(Facebook, LINE, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Skype (or Equivalent)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Phone Call	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. E-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Face-to-face Conversation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. **2. How important is SNS to you for the following everyday uses? ***

1 行につき 1 つだけマークしてください。

	Very Important	Important	Somewhat Important	Not Really Important	Not at All Important
a. Connecting with Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Connecting with Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Following News and Current Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Reading Other Blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Writing Your Own Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Meeting New People	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Keeping up with Celebrities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. **2b. If you have other uses for SNS, please give a brief description.**

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8. **3. When communicating with the following people, what is your primary method to do so? ***

If you do not have a job, please put "N/A" for "e" and "f".

1 行につき 1 つだけマークしてください。

	SNS(Facebook, LINE, etc.)	Phone Call	Text	E-mail	Face-to-face Communication	N/A
a. Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Professor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Classmates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Coworkers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Boss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. **4. How would you prefer to communicate the following situations to friends and family? ***

1 行につき 1 つだけマークしてください。

	SNS(Facebook, LINE, etc.)	Phone Call	Text	E-mail	Face-to-face Communication	I wouldn't talk about it
a. You had some really good food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Something did not go your way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. You had a fight with a friend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. You went on a nice date	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Your upcoming travel plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. You had just woken up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. You have complaints about your superiors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. **5. How happy or upset do you get in the following situations? ***

1 行につき 1 つだけマークしてください。

	Very Happy	Happy	Neutral	Upset	Very Upset	N/A
a. Posting a great comment that does not receive any likes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Receiving a lot of comments on a picture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Getting tagged in a photo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Getting retweeted or shared	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Seeing a message get read without a reply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Gaining a whole bunch of new friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Being unfriended	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. **6. On average, how many times in 24 hours do you upload something onto your most used SNS? ***

Facebook, Twitter, etc.
1 つだけマークしてください。

- 0-3 times
- 4-6 times
- 7-10 times
- 11-15 times
- 16-20 times
- 21+ times

12. **7. How necessary would you consider SNS are in your everyday life? ***

1 行につき 1 つだけマークしてください。

Absolutely Necessary	Necessary	Somewhat Necessary	Not Really Necessary	Not at All
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. **8. Are you satisfied with the AMOUNT OF TIME you spend using social media to communicate with your friends and family? ***

1 行につき 1 つだけマークしてください。

I'm spending too much time	I'm spending a little more time than I should	I'm spending just the right amount of time	I'm spending a little less than I should	I'm spending far less than I should
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. **9. How much do you agree with the following statement? ***

"Our society, as a whole, has become far too reliant on SNS and we may have lost touch with interpersonal communication."

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	Strongly Agree	Agree	Somewhat Agree	Disagree	Strongly Disagree
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Research Question 2: What is considered appropriate to post onto social media and why?

15. **10. What do you usually post onto SNS? ***

Click all that apply

当てはまるものをすべて選択してください。

- Status Updates(Text only)
- Pictures
- Videos (Outside of music)
- Music
- Local News
- International News
- Links to Other Pages
- その他:

16. **11. Have you ever experienced the following situations? ***

当てはまるものをすべて選択してください。

- You posted someone else's picture without their permission
- Someone else posted a picture of you without your permission
- You posted a negative message with the intent of hurting or bothering someone else
- Been hurt or bothered by someone who posted a negative message about you
- Made a post about a polarizing issue with the intent of starting a discussion
- Joined the discussion of a polarizing issue on SNS
- Bullied someone over the internet
- Been bullied by someone over the internet
- I have not encountered any of these situations

17. **12. Read the following statement and decide to what degree it is ethical ***

Someone posts a picture of you which may lead to personal or professional problems in your life without permission.

1行につき1つだけマークしてください。

Ethical	Somewhat Ethical	No Opinion	Somewhat Unethical	Unethical
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. **13. Why do you believe it is ethical or unethical? ***

Please write 1-2 sentences

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19. **14. Read the following statement and decide to what degree it is ethical ***

Tom decides to write a negative post about his own family member or friend. Tom believes it is okay to do so because the person being criticized will not be able to see his post.

1行につき1つだけマークしてください。

Ethical	Somewhat Ethical	No Opinion	Somewhat Unethical	Unethical
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. **15. Why do you believe it is ethical or unethical? ***

Please write 1-2 sentences

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21. **16. Read the following statement and decide to what degree it is ethical ***

A person decides to take video of a politically charged protest which was stopped by the police. He then uploads the video to SNS adding his own political viewpoint which discusses the actions of the police.

1行につき1つだけマークしてください。

Ethical	Somewhat Ethical	No Opinion	Somewhat Unethical	Unethical
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. 17. Why do you believe it is ethical or unethical? *

Please write 1-2 sentences

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23. 18. When do you think it is appropriate to "change your relationship status" on a SNS to indicate you have entered into a new relationship? *

1つだけマークしてください。

- < 1 month
- 1-3 months
- 4-6 months
- 7-12 months
- Never

24. 19. How much do you think the content you post onto SNS will affect your chances of getting a job? *

1行につき1つだけマークしてください。

	Strongly Affects	Affects	Somewhat Affects	Doesn't Really Affect	Doesn't Affect
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. 20. To what degree would you consider YOURSELF to be sensitive to the political, religious, and personal views your friends hold when you post to SNS? *

1行につき1つだけマークしてください。

	Acutely Sensitive	Sensitive	Somewhat Sensitive	Not Really Sensitive	Completely Insensitive
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. 21. To what degree do you think YOUR PEERS are sensitive to the political, religious, and personal views their friends hold when they post to SNS? *

1行につき1つだけマークしてください。

	Acutely Sensitive	Sensitive	Somewhat Sensitive	Not Really Sensitive	Completely Insensitive
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. If you have any additional comments about the survey, please write them here!

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